CLAIM AMENDMENTS

1. (Currently Amended) A computer implemented system comprising:

a processor communicatively coupled to a memory, [[said]] the memory having stored thereon computer-executable instructions configured to implement a profile building system, the profile building system including:

an extraction component configured to extract semantic components of at least a portion of a plurality of web pages;

an input component comprising a user interface button having an appearance corresponding to context of each of the plurality of web pages based in part on the semantic components of the at least a portion of the plurality of web pages, the user interface button having a first appearance corresponding to a first context of a first web page and having a second appearance corresponding to a second context of a second web page, the first context being different from the second context and the first appearance being different from the second appearance; [[and]]

a profile component configured to populate and store the profile of [[the]] a user and to indicate selection by the user of the user interface button with respect to one or more of the plurality of web pages; and

an inference component configured to make declarations on behalf of the user based at least in part on a cost of making an incorrect inference versus a benefit of a correct inference.

2. (Previously Presented) The system of claim 1, further comprising a web browser.

3. (Previously Presented) The system of claim 1, further comprising a search engine.

4-6 (Canceled)

7. (Currently Amended) The system of claim 1, further comprising a profile review component configured to allow the user to review the profile, edit the profile, or both.

8. (Canceled)

9. (Currently Amended) The system of claim [[8]] 1, wherein the inference component further comprises at least one of: a support vector machine (SVM), a naïve Bayes model, a Bayesian network, a decision tree, a Hidden Markov Model (HMM), neural network, data fusion engine.

10. (Currently Amended) The system of claim [[8]] 1, wherein the inference component further comprises a classifier.

11. (Currently Amended) The system of claim [[8]] 1, wherein the inference component is configured to further infer when to make a declaration on behalf of the user.

12. (Currently Amended) The system of claim 1, further comprising a privacy-preserving searching component configured to enable the user to search for others who have a similar profile as the user.

13. (Canceled)

14. (Previously Presented) The system of claim 1, wherein the profile of the user comprises information relating to opinions, expertise, and experiences of the user.

15. (Canceled)

16. (Currently Amended) A computer-implemented method comprising:

extracting first semantic components from at least one portion of a first web page;

providing one or more first input components comprising one or more first user interface buttons, each of the first user interface buttons having an appearance corresponding to a context of the first web page based in part on the first semantic components;

receiving selection by [[the]] a user of at least one of the first user interface buttons;

extracting second semantic components from at least a portion of a second web page;

providing one or more second input components comprising one or more second user interface buttons, each of the second user interface buttons having an appearance corresponding to a context of the second web page based in part on the second web page semantic components, at least one of the second user interface buttons having a respective appearance that is different from a respective appearance of at least one of the first user interface buttons;

receiving selection by the user of at least one of the second user interface buttons; and

populating the user profile based, at least in part, on the selection of the at least one first user interface button and the selection of the at least one second user interface button, the user profile also being populated based at least in part on an inference of a declaration on behalf of the user, an occurrence of an incorrect inference prompting the user to re-enter or correct the incorrect inference.

17-20. (Canceled)

21. (Previously Presented) The computer-implemented method of claim 16, further comprising morphing the one or more first user interface buttons into the one or

more second user interface buttons based at least in part upon a change from the first web page semantic components to the second web page semantic components.

22. (Previously Presented) The computer-implemented method of claim 21, wherein the morphing of the one or more first user interface buttons into the one or more second user interface buttons is based at least in part upon user behavior with respect to movement of a pointer device.

23. (Previously Presented) The computer-implemented method of claim 22, wherein the pointer device comprises a mouse.

24. (Previously Presented) The computer-implemented method of claim 16, wherein the semantic components of the at least one portion of the first web page are based at least in part upon declarations previously annotated to the user profile by the user.

25. (Previously Presented) The computer-implemented method of claim 16, further comprising at least one of reviewing or editing the user profile by the user.

26. (Previously Presented) The computer-implemented method of claim 16, wherein populating the user profile is performed implicitly by the user.

27. (Previously Presented) The computer-implemented method of claim 16, further comprising inferring selection by the user of the at least one first user interface button, the at least one second user interface button, or both, based, at least in part, on previous selections of user interface buttons by the user.

28. (Currently Amended) A computer-implemented method comprising:

receiving agreement from a user to opt-in to a user profile system;

adding a button to a user interface, at least partly in response to receiving the agreement from the user to opt-in to the user profile system, the button having an appearance corresponding to a context of web pages viewed by the user via the user interface;

browsing information stored on a web page via the user interface;

receiving selection of the button on the user interface, the selection of the button indicating a first declaration about at least one portion of the web page; [[and]]

populating a personal profile of the user with the ~~at least one~~ first declaration; and

populating the personal profile of the user with a second declaration inferred on behalf of the user, a reliability of the personal profile being decreased when it is determined that the second declaration is incorrect.

29. (Canceled)

30. (Previously Presented) The computer-implemented method of claim 28, wherein the method is performed at least in part by a web browser.

31. (Canceled)

32. (Currently Amended) A computer-readable storage medium having stored thereon instructions executable by a processor to perform operations comprising:

extracting semantic components of at least a portion of a web page;

providing content of the web page via a user interface, the user interface including a button having an appearance corresponding to context of the web page based on the semantic components, the button being selectable to indicate a respective declaration about the content of the web page; and

automatically populating a profile of a user in response to selection of the button and based at least in part on an inferred declaration made on behalf of the user, the inferred declaration being based at least in part on a cost of making an incorrect inference versus a benefit of a correct inference.

33-35. (Canceled)

36. (Currently Amended) A computer implemented system comprising:

a processor communicatively coupled to a memory, [[said]] the memory having stored thereon computer-executable instructions configured to implement [[the]] a profile building system, the profile building system including:

at least one extraction component configured to extract first semantic components of at least one portion of a first web page and to extract second semantic components of at least a portion of a second web page;

at least one input component comprising a plurality of user interface buttons, each of the user interface buttons having an appearance corresponding to a context of the first web page based in part on the first semantic components when the first web page is being viewed, at least one of the user interface buttons morphing based on differences between the first semantic components and the second semantic components when the second web page is being viewed, and each of the user interface buttons is selectable to indicate[[;]] an emotional response of the user, an experience of the user, a desire of the user, a philosophy of the user, a preference of the user, a goal of the user, an opinion of the user, relevance to the user, a theology of the user, an insight of the user, a conception of the user, or combinations thereof; [[and]]

a profile component configured to populate the profile of the user based on selection by the user of one or more of the plurality of user interface buttons; and

an inference component configured to make declarations on behalf of the user, an incorrect inference causing the user to re-enter or correct the declarations and reducing a reliability of the profile of the user.